

## INDUSTRY

Municipality

## WHY THE TOWN OF BROOKLINE CHOSE FLEET MANAGEMENT TO IMPROVE PRODUCTIVITY AND LOWER COSTS

Brookline is an old and affluent Massachusetts town dating to 1705, with a population of 60,000. Its residents have included or still include such celebrities such as Boston Red Sox owner John Henry, Barbara Walters, basketball star Larry Bird, former U.S. Secretary of State Madeleine Albright, former Governor Michael Dukakis, Boston Patriots owner Robert Kraft, the late 60 Minutes host Mike Wallace, Nobel prize-winning novelist Saul Bellows, and the late President John F Kennedy and his brother Robert (who were born there).

Like many towns, Brookline faced a common challenge — the need to regulate public works vehicles to optimize workflow. Brookline realized the need to monitor vehicles when street cleaning equipment came back from normal maintenance runs with more than normal damage. "Street sweepers are expensive to maintain and it seemed like we needed to repair gutter brooms and other parts every day," says Fleet Manager Mark Parece.

*"With GeoManager, productivity and cost savings can be maximized by optimizing labor and minimizing damage to equipment."*

**Mark Parece, Fleet Manager for the Town of Brookline, MA**

To determine the cause of these problems, Brookline city officials realized that a telematics solution could help. They chose Trimble GeoManager, a cloud computing platform that offers visibility into day-to-day field service operations so that organizations can identify, manage and improve areas such as fleet efficiency, fuel use, driver safety, customer service, and back office administration.

They first deployed it on street sweepers. "Once we installed Trimble GeoManager, we discovered that the drivers would leave the shop around 11:15 p.m. or midnight and drive to the high school to hang out. Driver left the street sweepers idling to stay warm while they slept. When they started work again, they were driving 20 mph to get everything done, which is how they damaged the sweepers. When they realized their work was being monitored, they put in full shifts, and productivity increased. What we thought was taking 6 hours could actually be finished in 2 and a half hours. The department also learned they didn't need so many sweepers each night. We saved money on maintenance because the drivers aren't rushing, and we saved

### CHALLENGES

- Unpredictable workflow
- Lack of vehicle monitoring
- Risky driving

### SOLUTION

Trimble GeoManager Fleet Management

### RESULTS

- Increased productivity
- Reduced expenses
- Optimized workforce



money on fuel because we eliminated one sweeper and transferred one worker to another assignment."

Parece had heard about Trimble from a senior IT manager responsible for GIS and mapping. The IT department has been working with Trimble for years and has been very pleased with their solutions. "IT needs meticulous data—within a meter of a tree—and the head of the department said Trimble is the best in the business," Parece says.

His Public Works department had tried another company but didn't get the same customer service that Trimble provides, Parece says. So they decided to interview four or five other fleet management companies. Trimble's account manager was the first one he brought in.

Parece says they now use GeoManager to monitor the workflow of all public works vehicles, including rubbish packers, snow plows, park ranger vehicles, and Vactor trucks, which clean catch basins so rainwater can flow.

Parece says the drivers are very comfortable with GeoManager, because it works on their behalf. "When residents call and complain that the street was swept three times, we can print a report and show them it was only swept once. Or when they complain that their street wasn't plowed all night, we can print a

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Mark Parece, Fleet Manager for the Town of Brookline,  
MA

report and show them it was plowed at 1 am and 3 am."

GeoManager has also increased safety in the field. "In the old days, only the foreman knew where the trucks were located," Parece says. "Now if there's a snowstorm and a truck breaks down we know exactly where to find it." Managers also like the peace of mind knowing they'll get an exception alert if one of their vehicles exceeds 60 mph.

"With GeoManager, productivity and cost savings can be maximized by optimizing labor and minimizing damage to equipment," Parece says. The town of Brookline is proud of the services it provides its residents, and with fleet management it can accommodate the town much more easily and efficiently.

#### ABOUT TRIMBLE FIELD SERVICE MANAGEMENT

Trimble Field Service Management provides visibility into field and fleet operations so businesses can streamline efficiency and increase productivity. Trimble's Field Service Management suite includes fleet management, work management and scheduling, worker safety and mobility solutions that transform the effectiveness of work, workers and assets in the field. The cloud-based portfolio allows Trimble to offer customers industry-specific, enterprise-level solutions for exceptional performance and ease of use.

For more information, visit [www.trimble.com/fsm](http://www.trimble.com/fsm).



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